

HM 261
.AIP8

CONTENTS FOR VOLUME 3—1939

NUMBER 1—JANUARY

THE LOST FILES OF THE CREEL COMMITTEE OF 1917-19	Cedric Larson and James R. Mock	5
TWENTY-FIVE YEARS OF DIRECT LEGISLATION IN CALIFORNIA	Edwin A. Cottrell	30
AMERICAN ATTITUDES TOWARD JAPAN AND CHINA, 1937-38	Quincy Wright and Carl J. Nelson	46
THE VOLUME OF COMMUNIST PROPAGANDA IN CHICAGO	Harold D. Lasswell and Dorothy Blumenstock	63
HALDEMAN-JULIUS HAS MADE PROPAGANDA PROFITABLE	Raymond D. Lawrence	79
HOW TO USE A SPEAKERS BUREAU IN A POLITICAL CAMPAIGN	William J. Walsh	92
Research Activities		
REACTIONS TO PROPAGANDA ON BOTH SIDES OF A CONTROVERSIAL ISSUE	R. L. Schanck and Charles Goodman	107
Government		
PUBLIC RELATIONS OF NAVAL EXPANSION	Simon Bourgin	113
WILL THE PUBLIC SUPPORT A MERIT SYSTEM?—A PENNSYLVANIA EXPERIMENT	William Fox	117
Organized Groups		
BRITISH COOPERATIVES IN POLITICS	Robert C. Hall	124
GROUP ORGANIZATION IN SWEDEN	Gunnar Heckscher	130
Channels of Communication		
THE DIVISION OF CULTURAL RELATIONS	Ben M. Cherrington	136
THE GERMAN MOTION PICTURE TODAY:		
THE GERMAN VIEW	Fritz Olinsky	138
THE NAZI CINEMA	S. K. Padover	142

HM 261
.AIP8

CONTENTS FOR VOLUME 3—1939

NUMBER 1—JANUARY

THE LOST FILES OF THE CREEL COMMITTEE OF 1917-19	Cedric Larson and James R. Mock	5
TWENTY-FIVE YEARS OF DIRECT LEGISLATION IN CALIFORNIA	Edwin A. Cottrell	30
AMERICAN ATTITUDES TOWARD JAPAN AND CHINA, 1937-38	Quincy Wright and Carl J. Nelson	46
THE VOLUME OF COMMUNIST PROPAGANDA IN CHICAGO	Harold D. Lasswell and Dorothy Blumenstock	63
HALDEMAN-JULIUS HAS MADE PROPAGANDA PROFITABLE	Raymond D. Lawrence	79
HOW TO USE A SPEAKERS BUREAU IN A POLITICAL CAMPAIGN	William J. Walsh	92
Research Activities		
REACTIONS TO PROPAGANDA ON BOTH SIDES OF A CONTROVERSIAL ISSUE	R. L. Schanck and Charles Goodman	107
Government		
PUBLIC RELATIONS OF NAVAL EXPANSION	Simon Bourgin	113
WILL THE PUBLIC SUPPORT A MERIT SYSTEM?—A PENNSYLVANIA EXPERIMENT	William Fox	117
Organized Groups		
BRITISH COOPERATIVES IN POLITICS	Robert C. Hall	124
GROUP ORGANIZATION IN SWEDEN	Gunnar Heckscher	130
Channels of Communication		
THE DIVISION OF CULTURAL RELATIONS	Ben M. Cherrington	136
THE GERMAN MOTION PICTURE TODAY:		
THE GERMAN VIEW	Fritz Olinsky	138
THE NAZI CINEMA	S. K. Padover	142

Professional Services

WRITE YOUR CONGRESSMAN IMMEDIATELY!	Dwight Anderson	147
PUBLIC RELATIONS FOR A RAILROAD	Thomas W. Parry, Jr.	154
THE PUBLIC RELATIONS COUNSELLOR'S JOB	William H. Baldwin	161

Book Reviews

Young, Eugene J. <i>Looking Behind the Censorships;</i> and McKenzie, Vernon. <i>Through Turbulent Years</i>	Joseph B. Phillips	164
U.S. Department of State. <i>Papers Relating to the Foreign Relations of the United States 1922</i>	William P. Maddox	166
Mullett, Charles F. <i>The British Empire</i>	Angus Fletcher	168
Swain, Joseph Ward. <i>Beginning the Twentieth Century</i>	R. J. Sontag	168
Anderson, William. <i>American Government</i>	Herman C. Beyle	169
Bertram, James M. <i>First Act in China</i>	Pardee Lowe	171
Frost, S. E., Jr. <i>Education's Own Stations</i>	George V. Denny, Jr.	173
Ilg, Ray A. <i>Public Relations for Banks</i>	Clark Belden	174
Eliasberg, Dr. <i>Propaganda</i>	Harold D. Lasswell	175

Bibliography, compiled by Bruce Lannes Smith	177
--	-----

NUMBER 2—APRIL

GENERAL SEMANTICS AND PROPAGANDA	S. I. Hayakawa	197
SHORT WAVES AND PROPAGANDA	George F. Church	209
THE DIES COMMITTEE: FIRST PHASE	D. A. Saunders	223
SOCIAL DYNAMICS AND PUBLIC OPINION	Peter H. Odegard	239
MOTION PICTURE INDUSTRY AND PUBLIC RELATIONS	Edgar Dale	251
THE OFFICIAL PROPAGANDA OF GREAT BRITAIN	H. Schuyler Foster, Jr.	263

Research Activities

PROGRESS IN RADIO FAN-MAIL ANALYSIS	Jeanette Sayre	272
-------------------------------------	----------------	-----

**RECORDS OF THE FOOD ADMINISTRATION: NEW
FIELD FOR RESEARCH**

Almon R. Wright 278

Government

VARIETY IN THE GROWTH OF FEDERAL PUBLICITY James L. McCamy 285

MUNICIPAL REPORTS OR MUSEUM PIECES? W. C. Clark 292

Organized Groups

THE REPUBLICAN PROGRAM COMMITTEE Ronald Bridges 299

RESEARCH AND THE REPUBLICAN PARTY C. A. H. Thomson 306

Channels of Communication

A "MIDDLETOWN" STUDY OF HOLLYWOOD Leo C. Rosten 314

THE UNITED STATES IN THE BRITISH PRESS Richard H. Heindel 320

Professional Services

"BY PUBLIC OPINION I MEAN"— 327

Book Reviews

Jastrow, Joseph. *The Betrayal of Intelligence* Clyde R. Miller 337

Germany Speaks Barbara S. Morgan 338

Josephson, Matthew. *The Politicos*; and
Ludwig, Emil. *Roosevelt* James R. Sloane 341

Woodward, C. Vann. *Tom Watson, Agrarian Rebel* Clifton R. Hall 344

McKean, Dayton D. *Pressures on the Legislature
of New Jersey* Catheryn Seckler-Hudson 346

Harlow, Rex F. *The Daily Newspaper and Higher Education* Reuben Frodlin 349

Hollis, Ernest Victor. *Philanthropic Foundations and Higher Education* A. C. Marts 351

Wheeler-Bennett, John W. *The Forgotten Peace: Brest-Litovsk* D. C. Poole 352

We Saw It Happen Raymond J. Sontag 353

Batchelor, Bronson. *Profitable Public Relations* Glenn Griswold 355

Bessie, Simon M. *Jazz Journalism* Raymond D. Lawrence 356

Bibliography, compiled by Bruce Lannes Smith 357

NUMBER 3—JULY

PUBLIC OPINION AND "VALUE JUDGMENTS"	DeWitt Clinton Poole	371
THE RELIABILITY OF PUBLIC OPINION SURVEYS	Lucien Warner	376
THE GENERAL STAFF AS A PROPAGANDA AGENCY, 1908-1914	Mary T. Reynolds	391
DEATH OF PRESS REFORM IN FRANCE	Joseph J. Mathews	409
JAMES BRYCE ON PUBLIC OPINION: FIFTY YEARS LATER	Francis G. Wilson	420
POLITICAL PARTIES AND PUBLIC OPINION	Joseph R. Starr	436
Research Activities		
DID THE PUBLICITY OF THE DIES COMMITTEE IN 1938 INFLUENCE PUBLIC OPINION?	Steuart Henderson Britt and Selden C. Menefee	449
MEASURING COLLEGE THOUGHT	Joe Belden	458
Government		
WHEN GOVERNMENT WRITES TO ITS CITIZENS	James F. Grady and Milton Hall	463
ITALIAN WAR PROPAGANDA AT HOME	Renzo Sereno	468
DISCUSSION: MEASURING FEDERAL PUBLICITY	James L. McCamy	473
Organized Groups		
THE DILEMMA OF THE FARMER-LABOR PARTY	George W. Bergquist	476
THE FARMER AS CO-ADMINISTRATOR	Dale Clark	482
Channels of Communication		
THE CULTURAL PROJECTS OF THE WPA	Cedric Larson	491
TRENDS AFFECTING THE DAILY NEWSPAPER	Alfred McClung Lee	497
THE COMING REVOLUTION IN FILMS	Max Forester	502
Professional Services		
CURRENT TRENDS IN PUBLIC RELATIONS	Evelyn C. Roat	507

Book Reviews

Burns, C. D. <i>Civilisation: The Next Step</i> ;	
Armstrong, H. F. <i>When There Is No Peace</i> ;	
Chase, Stuart. <i>The New Western Front</i> ;	
Jones, F. E. <i>The Defence of Democracy</i> ;	
Speier and Kähler. <i>War in Our Time</i>	Ray F. Harvey 516
Friedrich, C. J. <i>Foreign Policy in the Making</i>	Wheaton J. Lane 518
Laski, Harold J. <i>Parliamentary Government in England</i>	James J. Robbins 520
Odegard and Helms. <i>American Politics</i>	Eric Bellquist 522
Salter, J. T. <i>The American Politician</i> ;	
and Farley, James. <i>Behind the Ballots</i>	William Starr Myers 523
White, William Allen. <i>A Puritan in Babylon</i>	James P. Richardson 524
Smith, Frank. <i>Thomas Paine: Liberator</i>	Edward M. Earle 526
Linebarger, Paul M. A. <i>Government in Republican China</i>	David N. Rowe 527
U.S. Department of State. <i>Papers Relating to the</i>	
<i>Foreign Relations of the United States 1923</i>	D. C. Poole 528
Wright, Milton. <i>Public Relations for Business</i>	Rex F. Harlow 529
Stone, Candace. <i>Dana and the Sun</i>	Frank L. Mott 530
Bibliography, compiled by Bruce Lannes Smith	531

NUMBER 4—OCTOBER

TELEVISION GIRDS FOR BATTLE	John Western 547
JAPANESE PROPAGANDA IN NORTH CHINA, 1937-1938	David Nelson Rowe 564
AMERICAN INSTITUTE OF PUBLIC OPINION SURVEYS, 1938-1939	581
FEDERAL PARTICIPATION IN TWO WORLD'S FAIRS	Frederick A. Gutheim 608
THE NATIONAL PUBLICITY BUREAU AND BRITISH PARTY PROPAGANDA	Ralph D. Casey 623
CONSTITUTIONAL AMENDMENT IN NEW YORK STATE	Madge M. McKinney 635
Research Activities	
ORGANIZED LABOR IN POLITICAL CAMPAIGNS	Joel Seidman 646

THE
Gov
How
Mr.
Org
ANT
ST
Chan
RADIO
THE
Profe
THE I
PRO
THE M
FOR
Book
Seldes, C
Rogerson
The His
Mumfor
and M
Mason, A
Dodd, Pa
Aspects
James.
Anderson
English
Jones, Joh
At the
Fourth Co
Bibliogr

THE RÔLE OF THE RADIO COMMENTATOR

Hadley Cantril 654

Government

HOW THE NAZIS PICTURE AMERICA

Saul K. Padover 663

MR. CAMERON AND THE FORD HOUR

Thomas S. Green, Jr. 669

Organized Groups

ANTI-UNION PUBLICITY IN THE JOHNSTOWN
STRIKE

Frank H. Blumenthal 676

Channels of Communication

RADIO'S CODE OF SELF-REGULATION

Neville Miller 683

THE INTER-BALKANIC PRESS LEAGUE

Ahmet E. Yalman 688

Professional Services

THE NEW YORK FAIR: ADVENTURE IN
PROMOTION

Gardner Ainsworth 694

THE MCGRAW-HILL PUBLIC RELATIONS
FORUMS

Glenn Griswold 704

Book Reviews

Seldes, George. *Lords of the Press*

J. Roscoe Drummond 710

Rogerson, Sidney. *Propaganda in the Next War*

Lewis A. Dexter 711

The History of The Times. Vol. II

H. Donaldson Jordan 712

Mumford, Lewis. *The Culture of Cities*;
and Muntz, Earl E. *Urban Sociology*

Louis W. Ingram 713

Mason, Alpheus T. *The Brandeis Way*

George W. Spicer 715

Dodd, Paul A., and Penrose, E. F. *Economic
Aspects of Medical Services*; and Rorty,
James. *American Medicine Mobilizes*

Esther Lucile Brown 716

Anderson, Pauline R. *Background of Anti-
English Feeling in Germany, 1890-1902*

Raymond J. Sontag 717

Jones, John Price; and Church, David M.
At the Bar of Public Opinion

Harwood L. Childs 718

Fourth Course for Students of Journalism

O. W. Riegel 720

Bibliography, compiled by Bruce Lannes Smith

721

An inclusive index of the **QUARTERLY** will be published at the end of Volume 5. The **QUARTERLY** is indexed currently by the Public Affairs Information Service.

TH
C
Tw
I
AM
A
TH
II
HA
P
HO
IN
Res
REA
OF
Gov
PUB
WIL
SY